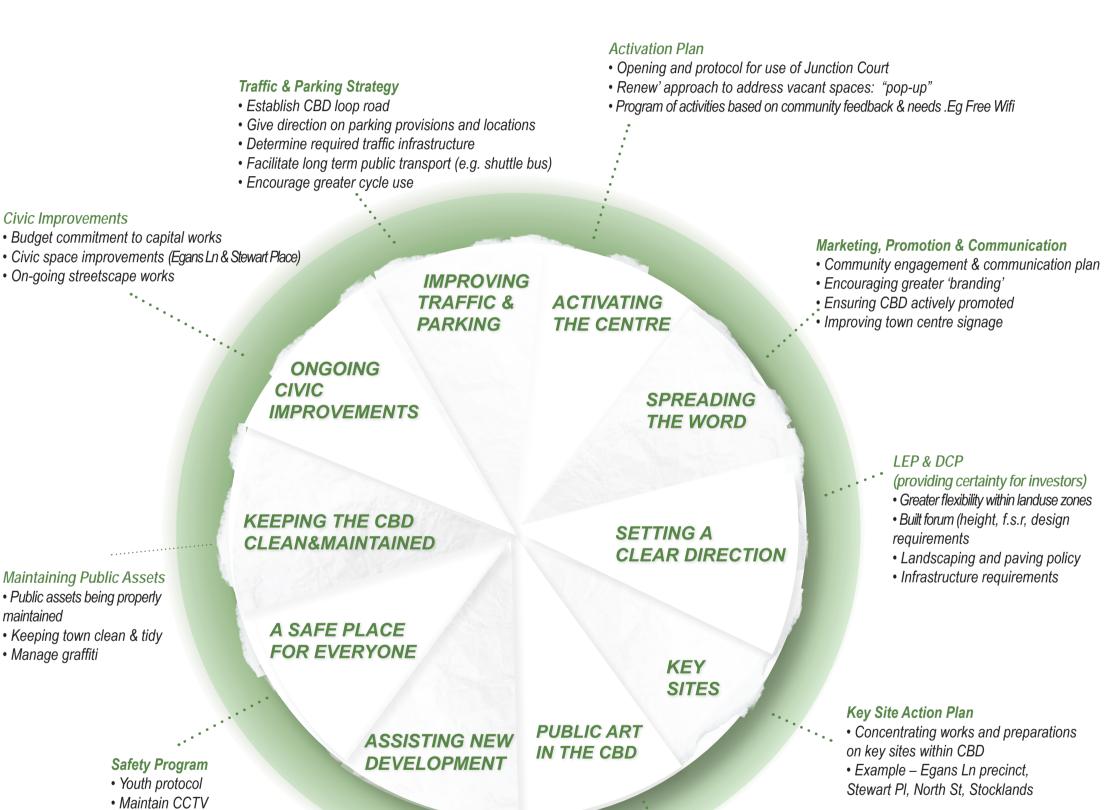
Nowra CBD Action 4 June 2014 - Item 1

...IMPLEMENTING THE CBD MASTERPLAN...



- Encourage activation

• Safer by design principles

Development Incentives

- Discounted parking rates for vital land uses
- Reduced parking contributions to encourage development
- Utilization of stack parking to maximise floor area
- Council funded footpath construction
- More equitable rates, to make business more viable

Public Art Plan

- · Incorporating art trail concept
- Identifying locations for featured artworks
- Establishing a shared community/

Council funding approach

• Bringing life to our laneways (e.g. murals)



ATTACHMENT B – NOWRA CBD MASTERPLAN- IMPLEMENTATION PLAN

CONSISTENCY WITH ELEMENTS OF NOWRA CBD REVITLISATION STRATEGY

				PUBLIC DON	/IAIN							
ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITHIN NOWRA CBD REVITLISATION STRATEGY											
Action *	Ongoing Civic Improvements	Improving Traffic and Parking	Activating the Centre	Spreading the Word	Setting a Clear Direction	Key Sites	Public Art in the CBD	Assisting New Development	A Safe Place for Everyone	Keeping the CBD Clean and Maintained		
Create a cultural precinct												
around the library , Arts												
centre and former School of												
Arts building												
Encourage and support night-												
time activity (e.g. Dining)												
along Berry Street												
Develop and implement a												
lighting strategy												
Identify and implement												
activities and events within												
the Nowra CBD which												
revitalise and reactivate the												
centre												
Develop a public space												
strategy to increase the												
number and quality of small												
squares and pocket parks												
Prepare detailed plans for the												
redesign of Junction Court												
Prepare detailed plans for the												
first stage of the Egans Place												

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ACTION WITHIN NOWRA CBD	ELEMENT W	ITHIN NOWR	A CBD REVIT	LISATION ST	RATEGY					
MASTERPLAN										
Action	Ongoing Civic Improveme nts	Improving Traffic and Parking	Activating the Centre	Spreading the Word	Setting a Clear Direction	Key Sites	Public Art in the CBD	Assisting New Development	A Safe Place for Everyone	Keeping the CBD Clean and Maintained
Prepare detailed plans for the										
upgrade of Stewart Place to as										
town square, and identify a										
funding strategy for										
implementation										
Develop and implement a public										
art strategy										
Prepare a branding strategy and										
increase signage and markers that										
indicate facilities and direction										
Improve the quality of the public										
realm and built form at gateway										
locations										
Prepare and implement a heritage										
strategy which identifies key										
streets and buildings										
Prepare and implement a laneway										
upgrade strategy										
Prepare and implement a										
streetscape strategy										
Prepare a plan to reinvigorate the										
waters edge with public art, street										
furniture and lighting										

				PUBLIC DON	AIN							
ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITH	EMENT WITHIN NOWRA CBD REVITLISATION STRATEGY										
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Explore opportunities to realign Scenic Drive and increase the size of the park												
Develop a DCP												
Provide a high quality gateway park at Moss Street and North Street												

				LAND US	E					
ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITH	IIN NOWRA (CBD REVITLIS	ATION STRA	TEGY					
Action	Ongoing Civic Improvements	Improving Traffic and Parking	Activating the Centre	Spreading the Word	Setting a Clear Direction	Key Sites	Public Art in the CBD	Assisting New Development	A Safe Place for Everyone	Keeping the CBD Clean and Maintained
Consider reducing the commercial core to intensify retail activity and increasing areas of mixed use										
Consider increasing permitted uses within the mixed use zone										
Identify a site suitable for student housing within the CBD and explore opportunities for a joint venture with Wollongong University										
Identify sites suitable for defence housing										

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ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITHIN NOWRA CBD REVITLISATION STRATEGY											
Action	Ongoing Civic Improvements	Improving Traffic and Parking	Activating the Centre	Spreading the Word	Setting a Clear Direction	Key Sites	Public Art in the CBD	Assisting New Development	A Safe Place for Everyone	Keeping the CBD Clean and Maintained		
In preparation of CBD												
planning controls consider												
topography, increased												
building heights in the central												
core, impact of height on												
heritage buildings, impact of												
heights on sun access												
Develop FSR controls through												
detailed site testing of the												
impact of DCP controls on												
overall site capacity												
Ensure new development is												
adaptable to forecast increase												
in rainfall and in particular												
that stormwater drainage is												
sized appropriately and flood												
controls consider climate												
change impacts												
In preparation of the CBD DCP												
encourage passive design,												
include sustainability												
principles, include design												
quality controls, ensure												
adaptable building design												

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ACTION WITHIN NOWRA CBD	ELEMENT WITH	IIN NOWRA C	CBD REVITLIS	ATION STRA	TEGY					
MASTERPLAN					_				_	
Action	Ongoing Civic Improvements	Improving Traffic and Parking	Activating the Centre	Spreading the Word	Setting a Clear Direction	Key Sites	Public Art in the CBD	Assisting New Development	A Safe Place for Everyone	Keeping the CBD Clean and Maintained
Review to PAMP for										
Shoalhaven with particular										
focus on the Nowra area										
Upgrade a number of key roads to provide CBD loop road and complement this by downgrading a number of										
inner core roads										
Design and construct key roads on the CBD loop road to the eat of the highway and to the south and east of Stockland										
Identify works required to align pedestrian infrastructure with intentions of the Master plan										
Develop a Nowra CBD Bike Plan and update the Shoalhaven LGA Bike Plan										
Provide on road bicycle lanes on high priority and regional bike routes leading into the central core of the CBD										

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ACTION WITHIN NOWRA CBD	ELEMENT WITH	IN NOWRA C	BD REVITLIS	ATION STRA	TEGY					
MASTERPLAN										
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Provide highly visible bike parking at key locations across the CBD										
Ensure DCP requirements include cycling amenities										
Introduce two shuttle bus services with regular short routes										
Move existing Stewart Bus interchange to the eastern side of the highway in a 24hr location	N/A Outcome c	f workshop r	ot to be mov	ved						
Provide encouragement measures to increase bus patronage										
Provide a signalised intersection at Princes Highway/North Street to facilitate CBD loop road and to provide access to the proposed bus interchange										
Upgrade pedestrian crossing on the Princes Highway at Worrigee Street Plunkett Street and Junction Street										

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Upgrade the Princes Highway/Douglas Street intersection as part of the CBD loop road Identify a long term solution for the northern gateway intersection and access to Bridge Road Reserve an access corridor to the existing Shoalhaven River Bridge for the long term Increase the number of off street parking spaces at the periphery of the CBD Develop a car parking strategy to gradually manage parking supply and increase walking cycling and public transport										Maintained		
Overtime develop strategically located and sensitively designed multi deck car parks preferably around the periphery of the CBD												

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ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITHIN NOWRA CBD REVITLISATION STRATEGY											
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Review current planning controls for car parking for new development												
Educate residents, businesses and employees about the benefits of the parking strategy												
Develop a detailed gateway strategy with key stakeholders including the RTA, affected landowners and potential future developers												
Establish a gateway working group who can lead the detailed development of a solution												

				SUSTAINAB	ILITY							
ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITH	ELEMENT WITHIN NOWRA CBD REVITLISATION STRATEGY										
Action	Ongoing Civic Improvements	Improving Traffic and Parking	Activating the Centre	Spreading the Word	Setting a Clear Direction	Key Sites	Public Art in the CBD	Assisting New Development	A Safe Place for Everyone	Keeping the CBD Clean and Maintained		
Convene a leadership group of strategic stakeholders to shape a Nowra active living strategy, scope the initiative and the resources required, allocate responsibility for detailed initiative design, identify incentives Nowra Chamber of Commerce to convene a leadership group to further develop a start up enterprise strategy Prepare a smart building strategy which requires a cost benefit analysis of proposed measures and trade off and consultation with industry Prepare a strategy for a renewable technology park which identifies a location, renewable resources availability and appropriate technology options and ownership, governance and										Maintained		

			SUS	TAINABILITY								
ACTION WITHIN NOWRA CBD MASTERPLAN	ELEMENT WITHIN NOWRA CBD REVITLISATION STRATEGY											
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Convene an internal working group to manage sustainability												
Prepare a food strategy that recognises opportunities within Nowra												
Convene an initial meeting of key stakeholders whose task would be to identify broader stakeholders for involvement												
Approach a leading cultural institution within Nowra to coordinate a leadership group for the cultural gateway initiative												
Establish a Nowra Champions initiative by 2012. Nowra Champions will reflect the diversity of living and working experience in Nowra.												
Conduct a State of Nowra Survey once every two years focusing on people experiences of living , working and recreating in Nowra												